

Minutes
Springfield Library Board
September 10, 2019

Attending: Ralene, Kristine, Clyde, Heather, Linda, Mary Beth

Council Liason: Sean

Staff: Emily

Visiting: Amy & Angela

1. **Call to Order/Changes in the Agenda** Linda
 - Changes in the agenda: Emily added item under New Business

2. **Business from the Audience**
 - Two guests here visiting who have both applied for the Board. Amy Lyons & Angela Macchelli-Stout

3. **Approval of the Minutes**
 - Ralene moved to approve the minutes; Heather second.

4. **Communications**
 - None

5. **Library Director's Report**
 - Auto-Renewals scheduled to start Sept 15 instead of the 1st. Testing notices going out; items will automatically renew on the due date, notices will be sent out three days before due date. It is also National Library Card Signup Month. Signage to notify patrons will be put up throughout the library.
 - Strategic Plan Review
 - In the staff meeting, the plan is being reviewed, document will be brought to the October board meeting for review.
 - New Outreach Specialist: Casey Brewster; LTD brought back bus pass for students, so passes will be given to adults. Casey is bilingual. Works 18 hours a week during school year on Tues/Thurs. Position was funded by MillsDavis grant.
 - Library Board and Museum Committee recruitments:
 - Museum board is full; 5 new members added to board. All approved by Council.
 - Library Board has three people who have submitted applications, and two others that expressed interest. The goal is to have all boards to have nine members.
 - Pints for Pages
 - \$1040 earned from Pints for Pages at Planktown. It was their busiest night of the summer.
 - Books and Brew is Jan 25; looking for individuals to join committee. Judy Smith from Foundation is heading up the committee.
 - Mayor's Gala is Nov. 15; Proceeds will help Museum and Emerald Art Center.

6. **Old Business**
 - Website: nothing new to report; still waiting for contract to be approved from city.
 - Committee Survey Discussion:

- sub-committee has met briefly; goal is to philosophically understand what the survey wants to accomplish.
- One question: should we do one survey both for patrons and non-patrons? A general idea is to tap the non-users of the library and find out why they don't use the library. How will the survey be distributed? Only 20% of the community has library cards, so survey would hopefully find out why those who don't have one.
- Ideas were discussed to boost a post to link on survey to zip codes on Facebook. Linda also wanted to focus on engagement for non-patrons with link to draw people in and promote services.
- Sean suggested that focusing on those that do not use the library would be the most helpful in future conversations about staffing, budget, new building. Increasing the number of people who have and use a library card
- Next step would be to meet as a sub-committee one more time, and then set up an appointment with Verb. Then distribute link to Google Doc made by Clyde to the rest of the Board.
- Linda wants Board to think about logical partners to distribute survey
- Follow-up on Board members volunteering at Back-to-School events
 - Opportunity for board members to be paired up with staff to share information about library. Library didn't get laptops, so there won't be any registration at the tables, but Casey Brewster will set up these events and email the board dates in order for us to volunteer.

7. **New Business**

- Collection development policy update review
 - Board members reviewed new policy update. A lively discussion was had about how books are selected. There were two suggestions made for changes. Ralene motioned for approval, Mary-Beth seconded.
- Statement of Concern regarding a library book and the response
 - A concerned patron sent a letter about a book *In our Mothers' House* and Emily sent a thoughtful response.
- Museum Update by Mary-Beth
 - The Library Foundation gifted some money in a grant to purchase "data loggers" which are used to monitor the temperature, humidity, etc to protect the museum collection.
 - A time and materials contract is moving forward to update museum building
 - Smaller, rotating collections will be instituted for more
- Linda Report from Media and Messaging workshop:
 - Wilsonville Public Library was host for the workshop with **am:pm** public relations. In the early part of the session, Pat McCormick covered Pew research data on audiences – eg, 46% watch tv news; 35% read (this includes social media as lion's share of reading); 17% listen (radio) [Social media has outstripped print news](#). One-in-five U.S. adults say they get news via social media, slightly higher than the share who often do so from print newspapers (16%) for the first time since Pew Research Center began asking these questions. (In 2017, the portion who got news via social media was about equal to the portion who got news from print newspapers.) Practiced strategies for responding to media.
 - The second half of the session was facilitated discussion with **Penny Hummel**, consultant, former comms director for Multnomah Public Libraries. There was a lot of interest in sharing strategies for **internal**

communications among branch systems or working within a city or county governing agency's comms process. Some of the topics included strategies to reach unincorporated areas or more remote yet in-district, eg

- **Little free libraries**...sponsored by librarians and/or Friends' groups: placed in hotels, laundromats, grocery store, senior center
- Astoria, Oregon library director is implementing a pop up library product by **Baker and Taylor – it is a digital services extender**. The library purchases the first collection, approx 100 titles. Used in a wifi space (i.e., needs internet) but provides access to those titles w/o library card.
- Recommended reading by one library director: *Part of Our Lives: A People's History of Libraries*
The message that libraries are “not just a book repository” were present early in the last century – as libraries were originally community centers, areas to gather to discuss political change and find information, a social center. It only became a book center for lending materials later.
- Strategy to increase engagement: Libraries and library volunteers can “Like” the community pages of the other city agencies. Reverse promo starts to happen.
- (Linda recommends working in a quick visit to this pleasant library – they've done some nice upgrades to their space with a renovation. Worth noting that they had a previous allocation in the budget for capital projects and did not have to go to voters for either the original building or the remodel.)

8. **Announcements**

- Summer Reading Final Numbers
 - 3700+ total sign-ups; 55,000 total hours of reading logged; Business and Park Adventure badges: 320 business badges started, 281 completed. 1200 park badges started and 1000 completed. Huge participation.
- Carrie will be at next meeting in Emily's place

Kristine moved to adjourn the meeting, Clyde seconded. The meeting closed at 7:00 PM

Next meeting: October 1, 2019

Respectfully Submitted,
Kristine Fuller